



COUNCILMEMBER CARL DEMaIO

FIFTH DISTRICT
CITY OF SAN DIEGO

MEMORANDUM

DATE: June 18, 2009

TO: Mayor Jerry Sanders
Councilmember Donna Frye

FROM: Councilmember Carl DeMaio

RE: EECBG Ad-Hoc Committee

It is my pleasure to appoint Mr. Paul Hannam to the EECBG Ad-Hoc Committee.

Mr. Hannam established a Green MBA program at the Marshall Goldsmith School of Alliant University. He is Chairman and co-owner of Greenest Host, Bright Green Leadership and Big Green Breakthrough, which provides online sustainability programs and coaching to organizations.

Mr. Hannam launched these businesses when he moved to San Diego in 2006. He also started Bright Green Talent, which is an executive search and career coaching company that aims to attract professionals to environmental careers.

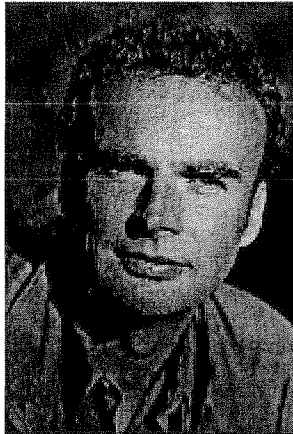
He spent four years as an Associate Fellow at the University of Oxford Environmental Change Institute researching the application of business models and techniques to different environmental issues.

Mr. Hannam's unique skills and expertise in the fields of green jobs and careers, environmental leadership and entrepreneurship, change management and sustainability will be of great benefit to the committee.

Please contact Jaymie Bradford in my office if you have any questions.

cc: Honorable City Councilmembers

Paul Hannam Bio



Education

B.A. Honors
History and International Politics
Reading University 1980

M.A. International Politics
Carleton University, Canada 1981

Adjunct Fellow 2002
Linacre College, University of Oxford

I bring together a successful track record in three critical areas of expertise - as a very successful entrepreneur, management consultant/trainer and lecturer at Oxford University.

For over 15 years I was the founder, owner and Chairman of a training consultancy and recruitment company in the UK, Laser, which I started in 1988. I built this business to over \$50 million in 2000. During this period I set up a successful executive education and coaching division and personally trained thousands of people in the business and non-profit sector. Applying the same successful tools and practices from my own company I was hired to provide consultancy to the following organisations: - Barclays Bank, British Airways, BT, BUPA, Canon, Express Newspapers, Fidelity Investments, Friends Provident, HSBC, Mars and many more.

Between 2001 and 2005 I was an Associate Fellow (Oxford's name for professor) at the Oxford University Environmental Change Institute and was an adjunct fellow of Linacre College from 2002-5. My research related to the application of business models and techniques to a range of environmental issues, with particular focus on the concept of "Environmental Leadership". I taught several modules on the MSc programmes, including Organisational Behaviour, Environmental Leadership skills and Environmental Entrepreneurship.

Aside from lecturing I supervised various MSc dissertations on topics including "Sustainability at Ford Corporation"; "The Green Building Market in the US"; "Environmental NGO-Corporate partnerships" and "Venture Capital and Renewable Energy businesses in Europe".

In 2006 I made a permanent move to San Diego, California so I could start several new environmental businesses. The first of these businesses was Bright Green Talent which is a new form of executive search and career coaching business to attract the brightest and the best into environmental and CSR careers. Our offices are in London and San Francisco.

Other businesses I am Chairman and co-owner of include Greenest Host that provides website design services, and has offices in San Diego; Bright Green Leadership that provides internet marketing, Sales and consulting services for green and socially responsible businesses; and Big Green Breakthrough that provides online sustainability programs and coaching to organizations.

I am also the Green Thought Leader at the Marshall Goldsmith School in San Diego where we have established a new Green MBA. I have made 5 videos about the new MBA

Outside work my hobbies include tennis, which I used to play competitively in the top regional League in the UK, and Chess, which I used to play at county and national squad levels.

Experience and Skills

Talent Management and Recruitment

I have over 20 years experience in recruitment and all areas of Talent acquisition, retention and management.

Leadership

I teach leadership development based on formal models of leadership, combined with my own experience of building and leading organisations.

Change Management and Strategic Development

In all my businesses I have designed and implemented innovative and successful strategies, which have kept us ahead of our competitors. I have also run many training and consultancy programmes in strategic development and change management for a wide range of commercial and non-profit organisations.

Sales and Marketing

I have over twenty years of Sales and Marketing experience, and have both sold and delivered high level sales training and consultancy to large corporations. I am also an expert in internet marketing and sales processes.

I am currently developing several exciting online business models for green and socially responsible organizations.

Environmental Management

Environmental Management and Leadership
Environmental Entrepreneurship
Sustainability
Environmental Education

Training and Coaching

I have taught thousands of people over the last twenty years, starting in 1981 when I taught modern history to undergraduates for a year at Carleton University.

Indeed I have run seminars and given lectures in the following areas

- Leadership and Management Skills
- Change Management
- Communication Skills
- Sales Skills
- Sales and Marketing Management
- Strategy
- Vision-Building and Goal-setting
- Negotiation Skills
- Personal and Career Development
- Systems Thinking
- Team Building
- Emotional Intelligence
- Motivation
- Recruitment and Retention
- Fundraising

Author and Public Speaker

I have spoken at conferences, workshops and Universities for nearly 20 years. I can speak about all the subjects listed here, and have developed talks around my new book, *The magic of Groundhog Day*, which show how the movie can change your life and your organization. I use the story of the movie to explain fundamental principles of change supported by research and case studies. In September 2009 Nightingale Conant will be releasing my book as a 6 CD set which I am recording in June

In spring 2006 my first book, *Take Charge of your Mind*, was published, which I co-wrote with John Selby. The book is a practical guide to how to manage your thoughts and feelings in order to achieve both success and well-being at work. It is published by Hampton Roads